

REMARKS

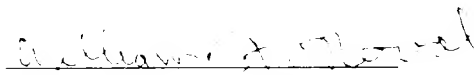
This amendment is in response to the Final Rejection mailed 09/24/2002. A Notice of Appeal was filed on December 3, 2002 and a petition to extend the time for response is filed concurrently herewith.

The rejection of claims 1, 2, 4-9 under 35 U.S.C. 103(a) as being unpatentable over Okano in view of Renner is traversed. According to the invention a radio frequency identification transponder disposed on a flexible sheet-like support is disposed in the inside of packaging for holding a plurality of sheet media. The flexible sheet-like support for the transponder allows it to be handled like the sheet media when assembling the sheet media package system as shown in Fig. 12. This provides both a less complex and less costly packaging system and an improved data storage and communication system. The claimed invention is nonobvious over Okano and Renner. In Okano there is no disclosure of an RFID transponder at all. An externally mounted visible counter disc is mounted on the sheet film pack. Renner discloses an inductive coupling interface mounted on a rigid printed circuit board. There is no motivation in Okano or teaching of how to substitute the inductive system of Renner for the counter disc of Okano. Further, there is no suggestion in Renner of incorporating the inductive system and hard components mounted on a rigid printed circuit board into a flexible sheet-like support.

Clearly, the claims in the case are novel and non-obvious over the cited references and should be allowed. Speedy allowance is therefore solicited.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page(s) is captioned "**Version With Markings To Show Changes Made.**"

Respectfully submitted,



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Version With Markings To Show Changes Made

In The Claims:

Claim 1 has been amended as set forth below:

1. (Twice Amended) Sheet media package system comprising:
packaging for holding a plurality of sheet media; and
a radio-frequency identification transponder disposed on a flexible
sheet-like support associated with said package which can be communicated with,
with or without physical contact with the transponder, and which stores relevant
digital data; and
wherein said transponder is disposed on the inside of said
packaging.